

Why to enroll at Master's double degree programme of IUT_FoE and VU_KnF?

- Accredited higher education institutions.
- Ensured a high comfort of study with its own rich library and internet center.
- Enabled studying according to the Bologna Process lasting for two years (4 semesters, out of which 2 in BiH and/or in Lithuania).
- Interactive work with small groups of students and achieving a high motivation of students and enriching learning outcomes.
- The curriculum is constantly modernized and adapted to real needs.
- Wide job opportunities in economic and social sector after graduation.
- The possibility of monitoring classes via the Internet.
- Excellent cooperation between teacher-student.
- Signed an agreement on academic licensing of Microsoft products which allows the use of licensed products for academic and personal use.
- Having finished "Marketing and Trade Management", graduates of "Marketing and Trade Management" acquire knowledge and skills necessary for their successful competition in the market within the fields of marketing, trade and management. Graduates of this programme may work as marketing, market research or trade specialists, consultants, project managers in national, international organizations as well as state institutions. Moreover, graduates of "Marketing and Trade Management" may pursue PhD studies in the fields of Management, Economics and Marketing and Trade.

ENROLLMENT

Student must have a Bachelor's diploma conforming to the admission rules and requirements of IUT:

- the graduates of Economics (major and minor studies);
- the graduates of other fields of social sciences;
- insofar a student has a diploma of technical sciences, he/she has to pass obligatory (conditional)

Documents for enrollment:

1. Application form.
2. Official legalized copy of previous education (Bachelor's degree (university diploma)) including grades (an academic transcript) confirmed by the governmental authorities with a translation into English.
3. Copy of passport or other document of identification with a translation into English.
4. Passport and a copy with a notarized translation of the first page into Bosnian language (last name, first name, patronymic).
5. 2 recent passport size photos (3x4).

- The deadline for document submission: no less than 14 calendar days before the first of September of the calendar year.



AWARDS & RECOGNITIONS AWARDED TO IUT

- Socrates' is the most prestigious international award for merit in the field of higher education and intellectual development of modern society, Dublin;
- "CHARTER F.E.S.T. 2012" - the award for outstanding contribution to the cultural and touristic development of the town of Travnik, awarded by the European Federation of Journalists in Rome;
- "Best University" - Award for the best university on the Balkans, Vienna;
- "Gold Award for quality and business prestige" awarded from OMC Committee Paris, Rome;
- "Majestic award for quality and excellence on five continents", Geneva;
- "European Award for Best Practice 2013", Vienna;
- "United Europe" - award for personal achievement in international integration. This prize is awarded to leaders in the field of education for their contribution to the development of cooperation in the field of education and highlight the achievements in international development.
- "Best Campus", Oxford;
- "Diamond eye for quality and excellence", Berlin, 2014
- "The BIZZ 2014" - Venice ;
- "The award new era of technology, innovation and quality";
- "European Quality" award in field of Higher Education , 2014 Oxford;
- "Award for achievement in quality", 2015 London;
- "Platinum Technology Award for Quality and Brand", 2015 Rim;
- "Name in science", 2016 London
- "Diamond eye for quality and excellence", 2016 Rim;
- "ESQR award for Choice Quality 2016", Berlin;
- "Honorary Professor of the Academic Union" 2016 Oxford.

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**Faculty of
Economics**
**INTERNATIONAL
UNIVERSITY
TRAVNIK**
Bosnia and Herzegovina

**Marketing and Trade
Management**

**Master's double
degree programme**



**Kaunas Faculty
VILNIUS
UNIVERSITY**
Lithuania

Within 500

**QS World University
Rankings**

2017/2018

<http://www.iu-travnik.com/knf/index.html>



ABOUT THE SUBJECTS

Study area: Social Sciences

Study field: Marketing

Qualification awarded: Master of Marketing

Duration: 2 years

This study programme was prepared with the focus on the growing demand for specialists in marketing and trade management who possess theoretical as well as practical skills. Market research carried out in the country revealed what competences of graduates of marketing and trade management are most required by the managers of Lithuanian companies, the opinion of graduates as well as students who are about to begin their studies in this study programme. This programme was prepared on the basis of objective demand of the market as well as theoretical and methodological requirements for this kind of programmes.

Learning outcomes

A graduate of the study programme "Marketing and Trade Management" has skills in organizing marketing, trade and market research processes as well as ability to prepare actual projects and programmes either individually or in a team. He/she is able to analytically and critically assess market changes, can determine the market customer needs knows how the company should work so that it would meet these needs in an ever-changing external as well as internal environment, can creatively interpret received results and use different theoretical paradigms and internet marketing technologies by making strategic and tactical solutions in different spheres of marketing and trade management, is able to communicate either in written or in verbal form within the cross-cultural environment.

Tuition fee and Programme info.....
is in accordance to Cooperation Agreement signed between VU and IUT on 17.12.2017 and all needed information in regards Tuition fee and Programme info you are able to get by contacting Administrator of MA Study programme - Adela Mujinović on tel. +387 30 509 682 and/or Email: adela.mujinovic@iu-travnik.com

Head of MA Study Programme Committee.....
- All information related to to Programme itself might be obtained also from Assoc. Prof. Dr Sabahudin Hadžialić, Head of Study Programme Committee in behalf of IUT by contacting through ema: sabahudin.hadzalic@iu-travnik.com

Distinctive features of the study programme

The study programme is oriented towards interdisciplinary subjects and unites interrelated studies of marketing, trade and management, which are relevant to business. Students of the programme are provided with the systematic approach towards the coordination and management of marketing, trade and management activities in an organization seeking to create added value for an organization. The study programme is considerably flexible and allows students to choose alternative courses to some extent and pursue studies of marketing, trade, management more intensively, to further deepen their understanding of intercultural differences and international similarities, especially related to differences on value system, perception and behaviour speaking about race, ethnicity, religion, gender, taking into consideration social variety.

Master students' participation in (the Department's) scientific research and conferences

Master students may participate in the annual Prof. Dr. V. Gronskas scientific conference that is organized by VU KnF for master and PhD students "Development of Economy: Theory and Practice"; also, they may take part in conferences and seminars organised by other universities where they can introduce and discuss the insights of their scientific research and share ideas with other young scientists and lecturers. Mentioned conference opens up remarkable opportunity for the development of the skills and knowledge that will lead towards the increasing possibilities for further career development

Master students are involved in the Department's scientific research together with their scientific advisers by preparing and writing their MA theses: they analyse separate aspects of scientific research carried out in the Department.

FACEBOOK PAGE

<https://www.facebook.com/2mdoubledegree/>

SUBJECTS TAUGHT

Year 1, Semester 1 (at International University Travnik, Faculty of Economics)

Block: Compulsory Courses

- Innovation Management
- Interpersonal and International Communication
- Methodology of Scientific Research
- Brand Management
- Consumer Behaviour

Year 1, Semester 2 (at Vilnius University, Kaunas Faculty)

Block: Compulsory Courses

- Scientific Research 2/3
- Theory and Methods of Market Research
- Strategic Marketing and Sales Management
- International Marketing

Block: Elective Courses

- Leadership
- Marketing Communications Management
- International Logistics

Year 2, Semester 3 (at International University Travnik, Faculty of Economics)

Block: Compulsory Courses

- Scientific Research 3/3
- Advertising Theory and Practice
- Online Marketing and Technologies
- International Trade

Block: Elective Courses

- Cross-Cultural Management
- Total Quality Management

Year 2, Semester 4 (at Vilnius University, Kaunas Faculty)

Block: Compulsory Courses

- International Human Resource Management
- Final thesis or (and) final examinations

Final Thesis (direction: Marketing)

